

Allen,  
W.F.  
1918

—The money-making  
King of all early  
varieties.

If it has any weak points  
we have not found them.

A

1918

# ALLEN'S BOOK of BERRIES

THE W.F. ALLEN CO.  
SALISBURY—MARYLAND

Note the root growth; you want the best plants for setting—we have them. Plants tied 25 in a bunch, every bunch labeled—you can't get them wrong. You want them in good condition—our packing methods assure that. Ideal shipping crate—light, clean, strong.



# Instructions to Purchasers

**TIME TO ORDER.** As soon as convenient, after receiving this catalog. By doing this you will be more certain of obtaining just the varieties you want. Late in the season we may be sold out of certain varieties, but if ordered early, the plants are reserved for you, to be shipped when you are ready for them. This is especially important this year when the crop of plants is very short. Our own crop is not more than half that of last year, and reports we have had from other plant-growers indicate that the crop is very short all over the country. The best varieties will be taken first. And, to be doubly sure of getting just what you want when you want it, **order early.**

**REMIT** by Money Order, Registered Letter, or Bank Draft. Postage Stamps will be accepted for the fractional parts of a dollar, the larger denominations preferred. Foreign customers will please send Money Order on Salisbury, Maryland, or Bank Draft payable in New York.

**PAYMENT.** Invariably, cash in advance.

**LOST ORDERS.** All orders are acknowledged by postal card the same day as received. Should you not receive this acknowledgement in a reasonable length of time after sending order, write us, giving date order was sent, amount of money sent, form of remittance, and your name and address.

**WRITE PLAINLY.** Fill in all blanks on the order sheet, as they are necessary for proper shipment, especially your name and address. When writing in reference to an order, give its number and give your name the same as was sent on the order.

**TIME OF SHIPMENT.** We commence to fill fall orders November 1 and ship all winter to sections where the conditions are suitable for fall and winter planting, as in California and some parts of the South. Early spring, March and April, is by far the best time to set Strawberry plants in the middle and northern states. Our shipping season ends May 1. We will, however, fill a limited number of orders in the first and second week of May and put them in the best possible condition, but at **purchaser's risk.** It is very important to have your

plants shipped **early.** Read on page 4, under "Time to Plant." The reason your plants should be shipped early in the season is that plants are dormant and will stand digging and shipping much better than after the growth has started. Plants are also lighter and express charges are less, early in the season. Don't order plants from us during the summer months, expecting orders to be filled before the first of November. Our plants are not ready and we can't do it. We don't grow potted plants.

**IN THE EXTREME NORTH.** Notwithstanding your season is later than ours, we can do business to our mutual benefit. Have plants shipped early, as directed on page 4, before they are too far advanced. Heel them in, in some protected place, giving a covering of straw. Or, put the crate, without unpacking, into some cool protected place and the plants will keep in excellent condition, and they will be right at hand to plant, just when you want them, when conditions are right for planting.

**ON RECEIPT OF PLANTS.** Where the climate is not so severe place the package containing the plants in a cool place, protected from wind and sun, at once on arrival. Be sure to keep the roots moistened while planting. If it is impossible to set the plants as soon as received, take them out of the crates, and bed them in by digging a V-shaped trench in soft, moist soil, preferably in the shade; open the bunches of plants and bed them in the trench by pressing the soil firmly to the roots, being careful not to cover the buds or crowns. Water thoroughly as soon as bedded.

**TWENTY-FIVE.** All plants are tied twenty-five in a bundle and each bunch labeled.

**PACKING.** We make no charges for boxing or packing at rates quoted in this catalog. Everything is delivered f.o.b. trains at rates named.

**AT PURCHASER'S RISK.** Plants shipped by freight will be at purchaser's risk, and all plants shipped after May 1 will be packed and shipped in the best condition possible, but at purchaser's risk.

**TRUE TO NAME.** While we use every precaution to have all plants true to name (and we believe we come as near doing this as anyone in the business) we will not be responsible for any sum greater than the cost of the stock, should any prove otherwise than as represented.

**GUARANTY.** We guarantee plants ordered by mail or express to reach customers in good condition when promptly taken from the express office and opened at once.

**CLAIMS,** if any, must be made on receipt of goods. We cannot become responsible for stock that is allowed to lie around your station, or express office, for neglect of purchaser or his employees to care for stock after it has been received, or for misfortunes caused by drought, floods, insects, etc. These things are entirely beyond our control.

## Substitution

Early in the season we usually have in stock everything listed in this catalog, but late in the season we frequently run out of some of the varieties; therefore, when you order late, please state on order sheet whether we shall substitute something equally good and as near like the variety ordered as possible, or return your money if we are sold out.



Bedding or trenching-in plants until ready to plant permanently

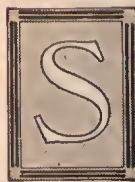
**AGENTS.** We do not employ agents. There is no one authorized to act in that capacity for us. We deal direct with all our customers, and have but one price-list, which you will find on the third cover page of this book.

**HEALTHY PLANTS.** Every year before any are shipped our plants are inspected by the State Entomologist and State Pathologist. Every package we ship has one of the Certificates of Nursery Inspection attached to it.



One of the fields from which plants will be dug to supply our customers this year

## 1918



STRAWBERRY prices generally were quite good for the 1917 season. We can give our Strawberry-growing friends no heartier greeting than to hope they have shared abundantly in this prosperity, and to assure them of our heartiest coöperation and help in making future crops profitable.

Of one thing we are sure. We must not slacken our efforts to produce just as much as we can, for reasons of patriotism as well as of profit. Fruit is not a luxury; it is a necessity. As such, we should make that supply plentiful.

We are asked to economize and conserve wherever we can. You will notice this Book of Berries is only half as large as last year. We have tried to leave out nothing that will detract from its value to you. Our cultural directions are as complete as usual, and we stand ready at all times to answer questions and help you solve your problems through personal letters. Our variety descriptions are a little shorter than last year, but we have tried to include the really important things—whether perfect or imperfect flowering, season of ripening, quality, color shade, shipping quality, good combinations, and the best soil in case of varieties where any special type of soil is best.

The facts about our plants are told fairly and honestly. Our plant beds this year are thinner than usual, making the individual plants much larger and stronger. Our cost for labor, planting, hoeing, cultivating, cutting blossoms, digging, cleaning, bunching, packing, and the cost of materials, fertilizers, manure, packages, paper, twine, moss, dipping solutions, etc., have all increased enormously. We will not send out inferior plants. We believe that few people expect something for nothing. We believe few growers want plants grown at a loss, because such plants sooner or later will deteriorate, something will be left undone. We are charging a price that will enable us to do all we claim to do, and that can be done to produce the best plants. This is the fairest thing to do, for, after all, the original cost of plants is slight compared with the cost of labor, manure, and care, and also with the **returns** of a good field of Strawberries.

We have also endeavored to supply, in a direct and simple fashion, such cultural directions as may be needed by everyone who grows Strawberries. The man or woman who is about to take the first step in berry-growing will find the first few pages of this catalog extremely helpful; the experienced grower will find them useful in many ways, and we would suggest that they be given careful attention.

The many thousands of friends and customers who have bought our plants need no introduction to the firm. For the benefit of others, we will say The W. F. Allen Company consists of W. F. Allen, Fulton W. Allen, W. Lee Allen, and Albert G. Allen—father and sons. We are all right in the work every minute—no idlers here. We believe the fact that there are several responsible parties directly interested to see and know that you get good plants and good service makes that quality and service doubly sure. We ask for your patronage. We offer the best plants, heaviest roots, large crowns, freshly dug daily, twenty-five in a bunch, good count, each bunch labeled, prompt shipment, unsurpassed packing, courteous treatment. May we have your order?

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A load of berries on the way to market

## Growing Strawberries for Pleasure and Profit

Everyone who owns land, whether it be a plantation with hundreds of acres, or a small city lot, should grow some Strawberries. The Strawberry can be grown successfully everywhere, and it deserves to be

### Strawberries for the Home

It is the first fruit to ripen in the spring and its coming is heralded with delight by all the family. It is beautiful in form and color, delicious in flavor and fragrance, healthful and nourishing to the body. It is easy to grow Strawberries and there is much pleasure in the growing, as well as in the eating. You have noticed the pride with which the grower of a bed of Strawberries invites his (or her) friends out to see the berries. When in bloom, or fruit, they are as beautiful as a flower garden. If ripe, we enjoy picking them directly from the vines, or anticipating a feast at the table.

### Berries All Summer and Fall

Growing Strawberries affords employment—pleasant, easy, and profitable—for poor men with little land; for old men with little physical strength; for women, boys, and girls, who love to till the soil and delve in mother earth. The value of a family Strawberry garden can hardly be expressed. Three or four varieties will furnish the home table through a long season with fresh berries, with all their beauty, healthfulness, and delicious flavor. By having ever-bearing berries, this season can be extended clear into the summer and fall, until freezing weather.

### Berries for Preserving

Your own Strawberry garden will furnish plenty of berries for preserving. Of all the sweet foods we eat in winter, there is none superior to preserved Strawberries, and the fact that they were grown in your own garden will give them added value.

### Pin-Money

After you have had plenty for the table and for preserving, the surplus can be sold to neighbors, or in the nearest town. Often, if they knew you had such nice berries, they would come right to your house after them and pay a good price too.

### Your Grocery Bill

Your own Strawberry garden will help out on the grocery bill. Not only do you save the cost of the berries you usually buy, but you have more delicious fruit than you ever buy and you will save the cost of some other things that you won't want, now that you have Strawberries.

### Little Money Needed to Start

Little money is needed in making a home Strawberry garden. The only cash outlay is for plants. Be sure to get good ones. We can furnish you enough plants to start a home garden, for one to five dollars, according to size of garden. Read about our Collection C, page 3.

Get busy; make your plans now for your Strawberry patch. If you are undecided about the proper varieties, we will be glad to advise you.

### Supplement Your Salary

The work is easy, healthy, pleasant, and can be done at odd chances. To the man who works in an office all day, it will be an especial pleasure to get out in the garden and make money while he takes his much-needed exercise. A Strawberry garden offers the best possible chance for the man with a little land to supplement his salary. You can sell fancy berries at a good price anytime and with a little common sense and good plants, you can grow **fancy berries**—and make some extra money. Let us help you do it.

### Double Real-Estate Value

Strawberries increase the value of your farm. There is no better way to dispose of real estate at a good price than by setting it to Strawberries. Not only can you get a much higher price for such land, but it is much easier to sell. If you doubt the added value a Strawberry patch affords, try, just before

they begin to fruit, to buy some land set to Strawberries. Real-estate men and others often plant orchards to help sell land. Strawberries would be just as good, or even better, on small tracts of land already quite valuable.

### Strawberries in Young Orchard

There is no better way to utilize the ground in a young orchard than by growing Strawberries. Make the berries pay for growing the orchard. Berries give a quick return and will bring in money while you are waiting for the orchard to come into bearing. They not only help pay for the orchard, but they are good for the orchard. Strawberries should be thoroughly cultivated and there is nothing better for the orchard than this. **Tillage is manure**, and the more we cultivate, the better both Strawberries and orchards will be.

### A Family Business

The small farmer with a large family and little land can grow berries profitably, because Strawberries give a larger return per acre than almost any other farm crop. Again, it provides healthy, agreeable work for the children, right at home, working together with father or mother. They can help and will be glad to do it. Ask them about it. Read about our Collection D, below.

### Keep the Boy on the Farm

We believe every farmer or fruit-grower would like to keep his boy on the farm, would like for him to go ahead and make an even greater success than his father. The first step in this direction is to get him interested, make the work as agreeable to him as possible, and make it show a good return to him. You can't do better than to let him have ground for a berry patch all his own. He will be interested right off, he will like the work and take a pride in it; and he will be especially happy in marketing the fruit. Working in beautiful fruit is always a pleasure, and it will be more so to your boy when he begins to realize a big profit on his berries, either on a local market, or from shipments to the city. Let him start a patch. Our Collection D (below) is just what he needs to make a successful start.

If you will help the boy to get started, and make a little money, he won't want to leave the farm.

### Women Berry-Growers

Women play no little part in the Strawberry industry. Often they help in picking. They prepare the fruit for the table. They make the preserves and syrups from berries. In many cases, the berry fields are managed by them from start to finish, and they are making good at it. We know of no better way for widows with families, on farms or lots, to increase their income, than by having a patch of berries. All the family can be together and all help in the work, which will mean pleasure as well as profit. Women have been especially enthusiastic over the Progressive Strawberry, which furnishes fruit for the table all summer and autumn. Read the cheerful letters from some of our women patrons.

### There is Money in Growing Strawberries

**QUICK RETURNS.** One of the things that make Strawberry-growing so attractive is the quick returns that are realized. In growing any other kind of fruit—blackberries, raspberries, peaches, apples, etc.—two, three, four, or even six years are required before fruit is produced, and even then not a full crop. Strawberries are different. The plants are set in spring; they grow just one year and then produce a full crop of fancy fruit.

**TWO CROPS.** More than that, the beds can be renewed just after the crop is off (see page 6) and another crop can be produced the next year—just as good as the first and with very little expense.

### Profits

**How much** we can expect depends on the land and the market. Given good care on good land, berries will produce from 3,000 to 15,000 quarts per acre, and with even a fair market, this will pay the grower handsomely. Here are a few reports from some of our customers.

James L. Tucker, of Clay County, Indiana, reported a profit of \$2,000 per acre from Dunlap last year. Another customer in Indiana reported 15,000 quarts of fancy berries from an acre of Aroma and Fendall.

## Strawberry Collections

Our collections are made up with the idea of saving the purchaser a little money and also of helping those who are not sure of just what varieties to plant. Please note that only the very best varieties are included in these collections.

**COLLECTION A.** Home-garden selection of fine berries for small family. If wanted by mail, include postage. See third cover page. 25 Premier, 25 Longfellow, 25 Ekey, 25 Chesapeake. Price, \$1.25.

**COLLECTION B.** Home-garden selection of fine berries for large family. Covers season from very early to very late. 50 Premier, 50 Dr. Burrill, 50 Ekey, 50 Chesapeake, 50 Orem. Price, \$2.50.

**COLLECTION C.** Fresh berries for large family during long season and some to preserve and can for winter use. List covers season from very early to very late. 100 Premier, 100 Dr. Burrill, 100 Ekey, 100 Chesapeake, 100 Orem. Price, \$4.25.

**COLLECTION D.** Our "Money-Maker" Collection. Just what you need to earn some extra money. Quarter-acre collection. All fancy varieties. The looks of these berries will sell them at a good price. Extra early to very late. 300 Premier, 300 Early Jersey Giant, 300 Big Joe, 300 Chesapeake, 300 Hustler, 300 Orem. Price, \$12.50.

**COLLECTION E.** Half-acre collection of dandy shipping varieties. The kinds that bear heavily, carry in good shape, and bring the top of the market. Plant one row of Aroma to two of Paul Jones and Sample. Collection E offers a good opportunity to start or continue a successful berry business. 500 Campbell's Early, 500 Twilley, 500 Senator Dunlap, 500 Paul Jones, 500 Aroma, 500 Sample, 500 Gandy. Price, \$17.50.



Picking Big Joe. One of the best

## Cultural Directions

Strawberries will thrive in any type of soil that is not dry sand or waterlogged clay. They will often give good crops in soils that have been given poor preparation. But, like other crops, they respond quickly to good cultivation.

One of the first essentials in producing a crop of berries is plenty of moisture. Springy land that is well drained is therefore the best type of soil. But on other types water can be conserved by cultivation or by mulching, or in most cases there may be enough natural rainfall at fruiting time.

### Preparing the Land

Potatoes, tomatoes, beans, cabbage, and other truck crops usually leave the ground in excellent condition for Strawberries. This is because they are kept well cultivated for a good part of the season and are usually well manured and fertilized. All of this is good for the Strawberry crop following. Also any of the leguminous crops, such as clovers, beans, peas, vetches, etc., are excellent to precede Strawberries. They add humus and nitrogen to the soil. Barnyard manure is the very best fertilizer for Strawberries and it is sometimes spread broadcast over the land before plowing, with very good results. The manure or cover crops should be plowed under in the fall or as early in the spring as possible and the soil thoroughly harrowed. Rolling the ground is sometimes desirable, where the soil is lumpy or heavy. An advantage of having a cover crop to turn under is that it keeps out many of the weeds and leaves the ground cleaner, necessitating much less hoe-work. In all cases, sod land should be avoided for Strawberries, as the white grubs winter over in such land and cut off young plants when set the following spring. If you have no other land available, plow the land during the fall and many of the grubs will be killed out during the winter.

### Time to Plant—Important

In the extreme South stock plants, free from nematode and rust, should be planted in February, March, or early April. In the middle states, March and April are the best planting months. In the North—April. Plant in early spring, just as soon as you can get your ground in condition. This gives plants as long a growing season as possible and the plants are set and growing before hot dry weather comes on. Be sure to have your plants on hand when you are ready for them. Have your plants shipped early (not later than April 15 to 20—earlier if possible) and heel them in in some protected place and cover with straw until you can plant. Read this:

#### LOST NOT ONE OUT OF 150,000

Out of the 150,000 plants bought of you this spring, I don't think I have lost a single plant. Coming in at the time they did, during that extremely cold weather, I think it is remarkable. I will be in the market for about the same number next spring, and hope to be able to use your plants, for they are certainly fine. Thanking you for your kindness in this matter.  
—LYNN A. HAYES, Knox County, Tenn., April 24, 1917.

His plants were sent in three or four shipments, from February 5 to March 7. Have plants shipped in cold weather. In these days of congested transportation, it is hot weather, not cold, that causes plants to spoil in transit. Mr. Hayes says not a plant was lost out of 150,000. We can do it every time, if you'll let us ship your plants before warm weather. If it is not convenient to heel them in, just put the crate in a cool, protected place. Mr. Ward, of Emmett County, Michigan, kept them several weeks in a snow bank in fine condition. He ordered his shipped in March. Early spring is the safest, most economical, and most successful season for setting Strawberry plants in the North.

### Setting the Plants

Just before planting, the ground should be harrowed and made as level as possible. Then mark out the rows and you are ready to plant. The planting is sometimes done with a regular "transplanter," which requires two horses, driver, and two men to separate the plants and "feed" them. This method is quite successful where the size of the fields makes it practical and where the land is perfectly clear of stumps or other obstructions. Hand-setting is usually best and most satisfactory. A dibble, or trowel, is necessary for making the holes. A flat dibble is best, as this makes an opening that allows the roots to be spread out flat (fan-shaped). After pushing the dibble in, it should be worked a little to make the opening of proper size. Take the plant in the left hand and put it into the hole, so that the crown comes just at the surface. Then remove the dibble and insert it again about 2 inches away and pull the soil firmly against the roots. When you get right down at this work, you can

realize the value of our large, healthy plants with their wonderfully developed root-system. When you see such plants properly planted you wonder how they can fail. They won't. With a little practice a man can set from 2,000 to 2,500 plants in this way in ten hours.

**The Spade Method** is also widely used in setting Strawberry plants and differs from this only in that two men work together, one using the spade and the other handling the plants and firming the ground after plants are set.

Whatever method is used in setting the plants, it is important to have the roots of the plants wet when they are put in the ground. This is especially important when planting during a dry season.

It is often helpful to cut off about one-third of the roots for convenience in planting. Where the roots can be put down their full length without doubling them up, this is not necessary.

A final caution in planting: Have the crown just at the surface of the ground—not below nor above.

## Methods of Training

There are three general systems of training Strawberries—the hill system, the hedgerow, and the matted row. No one system can be called the best in all cases, since the best method is that which most perfectly fits the climate, soil, variety, and method of culture.

All of these methods have their distinct variations.

**1. The Hill System.** This is an intensive system of Strawberry-growing, plants being set on a square or rectangular plan at distances most convenient for cultivation, the rows being 15 to 30 inches apart and the plants in the row 12 to 15 inches apart.

All runners are removed and no new plants allowed to set, which permits individual plants to grow very large and have many crowns. This system requires heavy manuring and fertilizing and constant cultivation and training. The fruit from such plants is usually of good size and fine appearance, but the labor costs are greater than with other methods.

Sometimes two, or twin rows of hill plants are set 6 to 18 inches apart, with a wider interval for tillage between the pairs of rows. This double row, or twin row, is used merely for convenience in tillage and is not distinct from hill training.

Hill plantings are more easily heaved out in freezing weather; the blossoms are more liable to injury from frost, and plants suffer more from drought. However, the fruit ripens more evenly, and there is less rotting in wet weather.

This method is used in Florida, parts of the Gulf states, California, and in garden sections having a nearby market, or for special fancy local trade.

**2. The Hedgerow Methods.** In the single hedgerow method the plants are set in rows 2 to 3 feet apart, the plants 20 to 30 inches apart in the row. Each plant is allowed to produce two runners, and only one plant is permitted to develop on each runner. These plants are layered in line with the original rows. All other runners and plants are clipped off as soon as produced.

The double and triple hedgerow methods are similar to the single hedgerow, the difference being that the mother plant is allowed to set either four or six plants, instead of two. The plants are trained to form two or three rows, one in line with the parent plant and a row on each side of the mother-plant row and parallel to it. The advantages of this system are that it eliminates crowding, the plants are easily cultivated, and it gives a heavier crop of large berries than the single hedgerow.

The spaced-row method differs from the triple hedgerow chiefly in the matter of alignment. Instead of being kept in line, the runners are layered all around the mother plants and spaced approximately equidistant, so as fully to occupy the ground. This gives a cart-wheel appearance, the mother plant being the hub, and the runners radiating from it the spokes. The advantages are the same as for the triple hedgerow.

**3. The Matted Row.** More Strawberries are now grown in narrow matted rows than by any other method of training, especially in the northern and central United States. With the exception of the extreme southern states, the matted row is the general rule and the other systems are exceptions. This system is used where berries are grown on large commercial plantations and where labor is scarce and unreliable. Less labor is required in setting and caring for the plants and the crop of fruit is usually larger. With this system the rows are from 3 to 4 feet apart and the plants from 18 to 20 inches apart in the row. The plants may be set and treated so as to make wide or narrow matted rows, the latter usually being preferable. The disadvantage of this system is that a large number of plants are sometimes allowed to set too close together, resulting in somewhat smaller fruit. Proper thinning of the plants in too heavily set matted rows will obviate this disadvantage.

The matted row requires less labor and the yield is usually greater than in any of the other systems. When the row is kept thinned, you have the advantage of the other systems in producing large, well-shaped fruit; you have a greater number of plants to produce the fruit; and you have ample foliage, which you do not have in other systems, to protect plants from scalding. Plants in a matted row do not heave out as quickly in freezing weather, the blossoms are better protected from the frost, and dry weather will not hurt them as much as in other systems.

The narrow matted row will produce the largest quantity of berries, the largest in size, and the most uniform, especially if given equal fertilization, cultivation, and attention with other methods. Immense yields are often secured with the hill system, but these are the result of heavy fertilization and intensive culture rather than method of training.

## Cultivation

Young plants should be cultivated frequently after they begin to grow. This is done not only to keep down weeds and grass, but also to save more moisture. After heavy rains the soil (except very sandy soil) will become hard and "bake," causing it to dry out quickly and be very cloddy when cultivated, unless the cultivation is done while soil is still damp. So it is best to cultivate as soon after a rain as the condition of the soil will permit.

In seasons of severe drought constant cultivation keeps a "dust blanket" over the soil and prevents evaporation. So, even if no weeds or grass have started, it is advisable to cultivate frequently.

A hoe and 12-tooth cultivator are the best tools to use. In general, the patch should be cultivated every ten days, or two weeks anyway. Skilful use of the cultivator will make necessary much less hand-hoeing. The hoe can be used to advantage in keeping the plants thinned out when necessary.

Young plants, set out in early spring, will blossom freely at the regular blossoming season and, if not cut off, will set and bear quite a few berries. But it is best to cut these blossoms off so that the plants can make a more vigorous growth and be in better shape to bear a full crop of fine fruit the following spring.

## Manure and Fertilizer

The best fertilizer for a Strawberry patch is thorough cultivation. Barnyard manure is the very best fertilizer that you can apply to the field. This is applied either broadcast before the land is plowed, or as a top-dressing after the plants are set. Applying before plowing is adapted more to heavy soils and top-dressing more to light soils. Cover crops (see page 4) are valuable to grow and incorporate in any soil, whether heavy or light. Commercial fertilizers will often prove beneficial. Nitrate of soda is probably the quickest acting fertilizer; it is especially valuable for use on old beds in preparing for second or third crop.

Potash adds color to the berries and makes them more firm. There is some potash in most soils and good berries can usually be grown without applying it, although potash would probably make the crop better. Present war prices of potash, however, prohibit its use as a fertilizer. Not having potash to include, a good application to make in the spring would be 150 pounds of dried blood or fish, and 300 pounds of bone meal, or rock phosphate per acre. Enough filler should be added to this 450 pounds so it can be mixed and applied evenly. Be very careful about putting commercial fertilizer under plants before setting. In dry seasons fertilizer drilled in before planting burns and kills thousands of plants. Top-dressing is more satisfactory. Lime is beneficial to Strawberries in cases where water stands on land in winter and makes it excessively acid. To correct this, drain land and apply 400 to 500 pounds of lime to the acre, being careful to give uniform distribution.

## Mulching

A mulch is applied for one or all of three reasons: First, to protect the plants from freezing and thawing of the soil in winter; second, to keep the soil cool and moist during the season when fruit is being produced; third, to keep the berries from being spattered with dirt during the spring rains.

In the North it is important to apply a mulch for winter protection. In the spring when plants begin to start, this is raked to the center of the rows and there serves the purpose of keeping the ground loose and moist and the fruit clean. In the South, when a mulch is used, it need not be applied until just before the buds start in the spring. In irrigated sections of the West the mulch is not needed for winter protection and is frequently not used at all.

## Renewing the Old Bed

1. As soon as the fruiting season is over, plow the open spaces between the rows, cutting the bed to about 12 to 15 inches. Then make a liberal application of manure, throwing most of it into the furrows on each side of the row of plants. Work the soil back into the furrows with a cultivator. Then with a hoe cut out all old plants and thin out some of the others, if the row is thick. Enough young plants will start out to produce the next crop.

2. Another method is to cut off the old leaves with a mowing machine. This clears out all the dead foliage, but does not hurt the crowns. After it is well dried, rake the rubbish to one side and burn it. This cleans the bed, makes it work easier, destroys all insect pests and plant diseases, and restores some potash to the soil. After this, the plants are cultivated and hoed the same as in a new bed. For second crop under the hill system, trim the plant closely after fruiting, and keep the soil worked. New roots will form, and the same plant with new roots will produce a second crop.

In the single-hedge system leave young plants in the rows the same distance apart as the original plants, chop out the others, and then treat as a newly set patch. In the triple hedgerow, plow off two outside rows and proceed as with the single hedge, allowing runners to grow and form the two outside hedgerows, as in the first year after planting.

## Perfect and Imperfect Varieties

It is well known that some varieties of Strawberries, if planted alone, will produce only small, knotty fruit. Others will produce a few good berries and many poor ones. Still others, planted alone, will bear a good crop of perfect fruit. This is due to the fact that the blossoms of some varieties have only the female parts (or pistils); others have pistils and enough male parts (or stamens) to produce a little pollen; and still others have pistils and plenty of stamens and ample pollen for fertilizing the pistils.

**Perfect.** The blossoms of a perfect-flowering variety contain both male and female parts and will produce a crop of berries without being pollinized by any other variety. In our price-list these varieties are followed by "Per."

**Imperfect.** The blossoms of an imperfect-flowering variety have only the pistils and will not produce a crop of fruit without being fertilized by the pollen of some perfect-flowering variety. These varieties are followed by "Imp." in our price-list. In some cases there are only a few stamens produced and we have marked them "Imp.," unless there are enough to pollinize the pistils properly and produce perfect fruit. Imperfect varieties as a rule are heavier producers than perfect ones and not so susceptible to injury by late frosts.

It is a good idea to have more than one variety of perfect as well as imperfect kinds in the field, as an exchange of pollen even between perfect sorts is beneficial and tends to produce better fruit and larger yields. We are always ready and anxious to help you in the selection of varieties and give specific information about the mating of different varieties, whenever such information is desired.

## Number of Plants Required to Set an Acre of Ground at a Given Distance

Rows 24 ins. apart, plants	12 inches in row,	21,780
" 30 "	" 12 "	17,424
" 36 "	" 12 "	14,520
" 42 "	" 12 "	12,446
" 48 "	" 12 "	10,890
" 24 "	" 15 "	17,424
" 30 "	" 15 "	13,939
" 36 "	" 15 "	11,616
" 42 "	" 15 "	9,956
" 48 "	" 15 "	8,712
" 24 "	" 18 "	14,520
" 30 "	" 18 "	11,616
" 36 "	" 18 "	9,680
" 42 "	" 18 "	8,297
" 48 "	" 18 "	7,260
" 24 "	" 24 "	10,890
" 30 "	" 24 "	8,712
" 36 "	" 24 "	7,260
" 42 "	" 24 "	6,223
" 48 "	" 24 "	5,445
" 24 "	" 30 "	8,712
" 30 "	" 30 "	6,969
" 36 "	" 30 "	5,808
" 42 "	" 30 "	4,978
" 48 "	" 30 "	4,356



Many carloads of manure are used in growing our plants

## The Best Strawberry Plants—and Why

The best Strawberry plants are those that are dug from young beds that have never fruited, that have the best root-system and largest and strongest crowns, that are hardy in all Strawberry sections and absolutely true to name. We want to assure you that Allen's plants and beds are grown for good plants—not fruit. The whole of the young beds are dug. We never dig plants from old beds.

**1. Root-System.** Our plants are grown in a light, sandy loam soil. In this type of soil any plant can develop its root-system to the fullest degree. Allen's Strawberry Plants certainly have **some root-system!** And, having a light soil, we can dig plants without breaking off any of the great bunch of roots. With plants grown in heavier soils, the roots cannot penetrate the earth and make the root-system they do here; and, even if they could, it would not avail in giving fine plants, as plants are not removed from heavy clay soils without breaking off many of the fibrous roots, the kind necessary to start plant growth. We repeat: The root-system of our Strawberry plants is never bettered, seldom equaled.

### FINE PLANTS—FINE CROP

I received my Strawberry plants. They were in fine condition and have the best roots I ever saw. I am sure to have a fine crop with such exceptionally sturdy plants.—ROBERT KAST, Sullivan County, Pa., April 30, 1917.

**2. Sturdiness.** Allen's plants, both crowns and roots, are fully developed and of large size for the variety, some varieties, as Chesapeake and Big Joe, having larger plants than others, as Senator Dunlap and Gandy. Our growing season is moderately long, just long enough to secure the best development of the plants. Constant hoeing and cultivating keep the plants in good growing condition, and the tons of manure we apply help to keep them healthy and to make the best possible development. Of course, in a good season almost any plant will grow. In a very severe drought any plant will have a hard time, but we can say that the large size, good roots, and great vitality of our plants are a form of insurance worth in itself the cost of the plants. If you buy such plants as these, you will lose very few.

### LOST BUT FEW, ALTHOUGH VERY DRY

The plants I received from you this spring are doing fine. Lost but very few, although we had a very dry spell. Allen's plants for mine every time.—C. H. LEWIS, Frederick County, Md., July 16, 1917.

**3. Healthy.** Our plants are healthy and vigorous as grown in the field. Furthermore, our plants are well cleaned; the dead and decaying stems and old leaves around the stem are trimmed off, so that it would be almost impossible to transmit diseases, even if they were present. And again, in case of

delays in shipment (which express companies frequently make), or of warm weather, the dead and decaying runners and leaves would make heating and rotting of the crowns themselves much more probable than if the plants were not properly cleaned.

### SORRY HE DIDN'T GET ALL HIS PLANTS FROM US

The plants I got of you in January of this year are looking fine. They are the best-looking plants in my garden. I have plants from several different concerns and yours are the most vigorous and healthy of the whole lot. I notice rust and curl leaf in one lot of plants I got from other people. I am sorry I didn't get all my plants from you. I may want about 5,000 next season and I will get them from you.—M. W. McDAVID, Orange County, Fla., May 12, 1917.

**4. Hardiness.** Our plants are perfectly hardy anywhere in the United States or Canada, wherever Strawberries are grown. Intelligent reasoning and experience both uphold our claim of hardiness of our plants. In our climate the ground freezes 6 to 12 inches deep and thaws several times during the winter. Our plants come through this without the slightest harm. Any farmer knows that it is a more severe test of hardiness to have freezing and thawing than it is in a somewhat colder climate or season where the ground freezes and stays frozen. And from actual experience our plants have lived better, grown better, and produced better than other plants. The following letter from an extreme northern state was selected at random from our big bunch of letters from Allen's plant-enthusiasts.

### BETTER ALL-ROUND FOR NEW HAMPSHIRE

I believe I have had plants from you three years. I find your plants always get to me in better shape, are better plants, live and grow better than any plants I ever got from other places.—W. H. BLISS, Rockingham County, N. H., February 14, 1916.

Our plants are not irrigated, or stimulated artificially in any way, except by cultivation, manure, or commercial fertilizer, such as any grower could do. If we have a "dry spell," our plants stand it and are hardened somewhat to drought. We help them by constant cultivation, but we don't apply water. Those experienced in growing plants of any kind know that plants suffer more from drought after a season of heavy rainfall than they do where the drought is preceded by a moderate amount of rain. Of course, our plants respond to irrigation as well as any others, and those who are equipped with

irrigating systems to increase their crop and yield can't go wrong by using our plants. For the average grower who does not have irrigation our plants are much better than those grown under irrigation.

**5. True-to-name** has become a byword in speaking of Allen's plants. When a berry-grower places an order, he wants just what he orders, and when he orders here, he gets it. When the selection is left to us, as it often is by those who are not sure of varieties, we select the very best varieties for their soil and climate. When orders are late, we are often asked to substitute if we are out of varieties ordered. We are glad to do this in these cases and select something as near the same as possible. It is our rule in such cases never to substitute a lower-priced variety, unless it is expressed as a second choice.

All the above is to show that you know what you get in ordering from us. Each bunch is labeled, as shown in the picture on the front cover. (Note fine large plants, properly cleaned, great root-system, and strong, light shipping-crate.)

The greatest care is exercised in keeping plants straight in planting. Our plants are labeled in the field when dug and the label is never taken away until planted in our fields or the fields and gardens of our customers. The task of keeping plants true

to name is made surer by the fact that Mr. W. F. Allen and his three sons are on the job every minute and all are directly interested in maintaining the reputation of The W. F. Allen Company for sending out the best and purest Strawberry plants in the country.

**6. Packing System.** Our plants are dug fresh for shipment each day. As stated before, the roots of all our plants are moistened before packing. They are packed in light, strong crates. The tops of plants are packed outside to give air and prevent possible heating. The roots inside are well packed with light, moist sphagnum moss, to keep the roots and plants fresh and moist. As we pack them, plants will go anywhere in this country (and several other countries) in ideal condition. Those who have used or seen our plants know this.

**7. Service.** After all, the thing that makes a successful business is plenty of satisfied customers. By good service we mean supplying the **best of plants**, such as we have just been describing. But, more than this, we mean also, **courteous treatment, fair dealing, promptness**, and a willingness and desire to help in any way we can. We like to please our customers and we appreciate a good word from them.

## "Pedigree"

The word "pedigree" as generally used in reference to Strawberry plants is an attempt to make growers believe that plants with this word attached will withstand more unfavorable conditions, give a larger yield of better berries, and hence have an added value over plants claiming no pedigree. We maintain that such plants produced by mere selection, even if they really are selected, do not actually have a pedigree, and, even if they do, it gives them no added value. We all know that many standard varieties of Strawberries, as the Chesapeake, Glen Mary, etc., are chance seedlings of unknown parentage, and hence cannot possibly be pedigreed in any sense of the word. However, these varieties can be found offered for sale by those who claim to sell only pedigreed plants.

Assuming that it is possible to pedigree Strawberry plants, the fact that a plant is pedigreed would mean nothing in itself. A poor, weakly producing plant could have as much of a pedigree as a strong, vigorous one. It is performance and not "pedigree" that is important. If plants not claimed to be pedigreed show up better, or even as well in experiments and test plots as plants claimed to be "pedigreed," of what value is the pedigree? This has been true at the experiment stations and with many Strawberry-growers. S. W. Fletcher, in his new book, "Strawberry Growing," says: "The so-called 'pedigree' Strawberry plants, those that are said to have been propagated for a number of generations from the best mother plants, have not proved to be superior to ordinary, well-grown nursery stock." Ohio, Missouri, and other agricultural experiment stations report that experiments have failed to prove the value of pedigreed plants.

Circular No. 31 of the New York (Geneva) Agricultural Experiment Station says: "Pedigreed plants are supposed to inherit from their ancestors desirable characters, which have become fixed and which are repeated without change year after year. This has not been proven to be true, however, and it is not advisable to invest in such plants."

Mr. John Erskine, of Hamilton County, Ohio, says: "One year I did not send for your plants, and I invested in pedigreed plants and got stung. I came

to the conclusion there was no such thing as pedigreed Strawberry plants. The parties I bought them from have written me twice for my patronage, but I would rather buy your plants than have theirs free-gratis."

Mr. Henry T. Schmidt, of Jefferson County, Missouri, says: "My experience has been that the parentage or 'pedigree' has nothing to do with the crop, but I'd rather plant large, vigorous plants, as they must not be handled so carefully, or petted so much to make a good stand. Years ago, when a boy of 16 or so, I fell for the 'pedigree' yarn and ordered some Tennessee Prolific from ——— and a check plot from you. Yours were the best plants, made best stand, and therefore best crop. That convinced me."

We select our plants when planting in our nursery and also before shipping to a customer. We discard all weak, poorly rooted, and immature plants and plant and ship only those that are strong, healthy, vigorous, and well rooted, which will grow well and produce large crops of fruit if given proper care. This is the only kind of selection of Strawberry plants that experiments, carefully conducted by experiment stations and by practical growers, have justified. Even if Strawberry plants could be pedigreed, why buy them, if they are not as good as plants, true to name, strong, well rooted, healthy, and vigorous, grown by some reliable, up-to-date nurseryman? We have no doubt that the so-called "pedigreed" plants, if grown under favorable conditions and handled properly, will produce a good crop of berries, but it would be due to the fact that they were good healthy Strawberry plants and not to the fact that they had any such a name as "pedigree" or "thoroughbred" attached to them.

We are sure that, with the same variety, properly planted at the right season, under identical conditions, and given the same care and attention, any of our varieties of strong, healthy, vigorous, true-to-name plants will show up as well as any so-called "pedigreed" plants. All who have bought plants from us are convinced that they are as good as, or better than any so-called "pedigreed" plants that you can buy. If you have never used our plants, give us a trial order this year and be convinced.

## Everbearing Strawberries

Everbearing Strawberries have been produced successfully everywhere the spring varieties are grown. They have been tried in every state in the Union and have invariably delighted the grower. Everyone owning a foot of ground, whether in city, village, or country, should plant some of these.

There is not the slightest doubt that varieties exist that are really everbearing, producing fruit continuously from spring until hard frost or freezing weather. The plants are set as early in spring as possible, just like other Strawberries. They are hoed, cultivated, and fertilized just as other varieties. However, for best results the blossoms should be kept pinched off until the last of June or the middle of July. About August 1, you can commence picking fruit—real, ripe, delicious Strawberries—and continue to get them until freezing weather. And remember that all this is done the first summer, only a few weeks after the plants are set. The second year the plants can be allowed to fruit in the spring and continue fruiting through all the summer and early fall months.

While the Everbearing Strawberries are especially successful in home-gardens, in many sections where you have a good market they can be grown with great success commercially. The greater crops come during the months of August, September, and October, when the weather is usually hot and people are willing to pay a good price for some fresh fruit. We have obtained from 18 to 22 cents per quart by the crate. Many of our customers, nearer the large cities than we are, report 35 to 40 cents a quart for their output. Given good land, good treatment, and good growing conditions, each plant (especially Progressive) will produce a quart or more of berries. Read about Progressive and Superb and see what they have done for others. Then plant some. They will give the whole family more real pleasure for the money than anything else you can buy, and they are often quite profitable.

While prices of food are so high, since fruit is necessary for the diet, it will pay you to plant everbearers, thereby saving on your grocery bill and, also, you can sell the surplus berries at a profit. Plant this spring and have the pleasure of picking berries this summer.



Our plants have a fine root-system

### PROGRESSIVE

This variety is more widely grown than any of the other fallbearers, because it has proved to be successful everywhere it has been tried. It is the leader of them all because of its remarkable yielding qualities. In fact, it is the variety that convinced the doubters. The richer the land and the more manure you apply, the more good fruit you will get. Give Progressive rich soil. We have shipped this variety to every state in the Union and have invariably received enthusiastic reports from them. There are a few places where Superb seems to have a little the best of it and, where such places are known by the grower, we would advise planting Superb. The vast majority, however, have found Progressive unequalled and we advise everyone who has not tried out the everbearers to try them out now and plant Progressive. They should be planted in early spring, the same as you would any other standard variety; the blossoms should be kept off until about the middle of July, and from the first of August until freezing weather Progressive will bear abundantly. The berries are of medium size, possibly not quite so large as the Superb, but they are produced in such great abundance and are of such high quality that they take the lead among the everbearers. The berries are simply delicious in quality and the fact that they come when other Straw-

berries have gone makes the quality seem even better. If kept closely picked, the berries are firm enough to stand shipment. (See illustration, fourth cover page.)

Read the experience of some of our customers with the Progressive. They are pleased with them; so will you be.

#### BERRIES UNTIL FREEZING

Your Progressives which I got from you last spring were all right. Kept the blossoms picked till the middle of July and had berries all the fall until freezing; even uncovered some after the first snow and got a bunch of ripe berries, green ones, and blossoms. There may be some out there now, but as there is about 3 feet of snow over them, I won't bother to look.—CHAS. G. TOWLE, Penobscot County, Maine, February 8, 1917.

#### KEPT IT UP UNTIL NOVEMBER

Those Strawberry plants I bought of you last spring did fine. I did not have one missing, and the Progressive began to bear in August and kept it up until November. I think that your plants are the best in every way, of any that I have ever seen from any nursery.—EDWIN HAVILAND, Harford County, Md., March 3, 1917.

#### 25 TO 35 CENTS PER QUART

You may be interested to know that the Strawberries grew famously, and the Progressive made quite a distinct "hit," as we sold them to auto trade for 25 to 35 cents a quart, up to two weeks or a little over, ago. All who have bought them ask us to put them down as regular customers and, without exception, were surprised and delighted with the lovely flavor of the berries. I'll certainly re-order them. Standard varieties all grew fine, but especially the Early Ozark and Big Joe, which seem to me to be exceptionally big and hardy.—FRED K. A. ANDREWS, Morris County, N. J.

## EVERBEARING STRAWBERRIES, continued

## REALLY EVERBEARING—DELICIOUS FLAVOR

In regard to the plants I bought from you, I wish to say that I found them to be all that could be desired. They arrived in fine condition and I did not lose more than half a dozen. I could not resist the temptation to allow some of the plants to bear fruit and the berries were large and of delicious flavor. My Everbearing plants were really everbearing and we had berries every day from late summer up to October 20, when we left home, and I heard they were bearing up to freezing weather—and then, in the spring they bore a full crop.—T. RIDINGS, Los Angeles, Cal., March 10, 1917.

When you have a good market, it is possible to make some money growing Progressive. But the greatest need that the Progressive fills is in the home-garden. Wherever you live, whatever your soil, if you have or can get a piece of land for a garden, plant some Progressive and enjoy all summer and fall this most delicious of fruit. And remember, you can commence picking berries only a few weeks after the plants are set. Order now; the supply is much shorter than last year; and you do not want to miss Progressive. Price, \$12 per 1,000.

**SUPERB.** The fruit of Superb is large, glossy, firm, and of fine quality, resembling the Chesapeake in many ways, being a strictly first-class fancy variety. It is not so productive and requires more care and attention than does the Progressive, but makes up for this by being larger in size, presenting a better appearance, and having a finer flavor. In some sections of the northern states, Superb gives better results than the Progressive, but in the South, no everbearing variety but the Progressive should be planted. Superb will grow well, but it will not produce fruit like the Pro-

gressive. There is a great demand for the plants, largely because in some sections it is the best everbearer to grow and also because it is one of the best spring-bearing varieties that we have grown, bearing heavy crops of berries. Where Superb can be grown successfully, it is an excellent variety, both for the home-garden and for market, 25 cents to 35 cents being an average price for the fruit on a good market. Price, \$12 per 1,000.

**PEERLESS.** A new everbearing variety claimed to be better than the Superb, which it resembles. Samuel Cooper, of New York, the introducer, says: "Peerless is better than Superb, being a more vigorous grower, more productive of somewhat larger-sized fruit, and fully as good as Superb in quality." We have fruited Peerless for two seasons and can verify the above statement. It is well worth a trial. The large, fancy berries produced will please you. We especially recommend this to those who have done well with Superb. Price, \$1 for 25, \$1.75 for 50, \$2.50 for 75, \$3 for 100.

**Americus.** The quality of Americus is unexcelled by any of the fallbearers. It also gives a good crop of medium-large berries in the spring. In many places this variety is very thrifty and has given excellent results, but with us it is hard to grow and a rather shy bearer. It has a delicious flavor, which, when once tasted, you cannot forget. Americus seems to give better crops the second year than the first, and we would advise that you hold this over for a second summer crop. Price, 75 cts. for 25, \$1.20 for 50, \$1.60 for 75, \$2 for 100.

## SELECTION OF VARIETIES

The selection of varieties is not a difficult matter. Our descriptions are made from actual observation of the varieties in our fields, combined with the reports of our customers, and are intended as a guide to the public in selecting varieties. While our descriptions are as accurate as we know how to make them, it must be remembered that each variety has its own individuality and characteristics and that, while some varieties will adapt themselves to nearly all soils and climatic differences, others will do well only under particular soil and climatic conditions.

We list the varieties in order of season of ripening, and, if they are not generally grown, we tell in what sections they thrive best, or for what purposes they are best suited. It is always advisable to find out what varieties are grown most extensively near you, since they are generally the ones best adapted to that region. The purpose for which you are growing berries, that is, home use, local market, or commercial shipment, would also influence your selection. There is only one way to determine which variety will do best for you and that is to try them out. Local conditions influence the Strawberry greatly. The same variety may give entirely different results when planted on adjoining farms.

We would advise you to plant largely of standard varieties and, at the same time, test the new ones. It pays in the end. All were new at one time. Plant new varieties near the standard ones, so that you can compare results. When you find a new variety that does well with you, then plant it on a larger scale. By experimenting and testing, a grower will soon be able to find out what varieties are best suited to his soil, climate and market.

We are listing this year 75 varieties, most of which are standard varieties of proven value. Each year we discard those varieties that seem least desirable and for which there is the least demand. While some of these discarded varieties might be of value in some sections, we are sure that there are varieties in our list that will do better in those sections than the ones we discard. Likewise, every year we are adding new varieties which seem to be worthy of trial, and by this process of selecting and discarding for over thirty years, we think that we have worked up a list of exceptional merit.

It is for the purpose of having a variety particularly suited to any given condition of soil and climate that we have such a large list. If, after reading the descriptions, you are uncertain as to what varieties you should plant, write us, giving your soil, climatic and marketing conditions, and we will use our knowledge and experience as well as that of our customers in advising you what varieties to plant. This is a part of the service we render to Strawberry-growers.

## FINE CONDITION TO CANADA

Just a line to say that the Progressive Strawberry plants came in last night's mail. They are in first-class condition. The roots are moist and the leaves are as green as a leek. I am more than pleased with the fine condition. Mr. Isaac Lundy told me he always got good plants from you; that is why I bought from you. I shall recommend you to others and will buy more from you next year.—S. DAVIS, Norfolk County, Ont., Canada, May 2, 1917.

## EXCELLENT

Received my Strawberry plants on the night of the 30th. Am so well pleased I feel obliged to drop you a card. I bought 100 plants from a nursery at \$2 and your plants are five times as nice as they were. Have planted them side by side. This is the third time I have ordered Strawberry plants, and yours are the finest I have ever seen. They reached this place in fine shape. Excellent is the name for yours.—ALEX. B. OVERTON, Granville County, N. C., December 4, 1917.



**Campbell's Early.**  
A real money-maker

#### ON TIME, IN FINE CONDITION

I like your plants very much—always come on time, packed in fine condition, and all grow if planted right and taken care of.—CHAS. W. HAMILTON, Montgomery Co., Pa., February 12, 1917.

## Extra-Early Strawberries

**CAMPBELL'S EARLY.** This is a new extra-early variety of great promise. We have not fruited it extensively here, but in New Jersey where it originated the growers are very enthusiastic over it. One leading grower says: "Campbell's Early comes in ahead of them all, growing from such large, healthy plants with a light green, waxy, upright foliage protecting the great crop of large, beautiful, rich red berries. They have a beautiful green calyx and come second to none in flavor. One of the most wonderful features of the Campbell's Early is that practically all grow to full size and no knotty, ill-shaped berries; they ripen perfectly all over with no green ends. They are fine vigorous growers, have perfect blossoms, and will retain their firmness in carrying to distant markets." If you want the two best extra-early market berries, plant Premier and Campbell's Early and you will have them. It is important that you get your order in early, because the best varieties are the ones you will want and they are likely to be sold out first. Price, \$6 per 1,000.

**Charles I.** This variety is claimed by the introducer to be the earliest Strawberry grown. We fruited it for the first time last year and found it to be quite early, although not ahead of Premier, Mitchell's Early, Early Ozark, and other extra-early varieties. The plant is a vigorous grower, and a strong pollinizer for pistillate varieties. Berries are medium in size, regular in form, and of good color and quality. Price, \$5 per 1,000.

**EARLY OZARK.** As an extra-early market berry, Early Ozark stands very near the top, surpassed only by the Premier and possibly the Campbell's Early. The foliage stands up erect; the leaves are thick and leathery, with a healthy, vigorous appearance. The berries are of large size, good quality, and a beautiful dark red in color. Blossoms perfect; in addition to being very productive, the plant is a strong pollinizer of imperfect varieties. Price, \$6 per 1,000.

**Excelsior.** One of the very earliest market berries. Still popular in some places. It is a standard for earliness by which most other extra-early varieties are compared. The fruit is of medium size, dark in color, and firm in texture. The flavor is quite tart, but with its high color the berry is especially valuable for canning and for syrup. The blossoms are perfect. Price, \$5 per 1,000.

**Mitchell's Early.** A very vigorous grower, which should be kept thinned for best results. When fully ripe the berries are excellent in quality. The blossoms are perfect. Price, \$6 per 1,000.

### PREMIER

Without a doubt Premier is king of all the extra-early varieties yet introduced. The berries of this variety are large in size, beautifully formed, bright, rich red through and through. It is delicious in flavor and is a splendid shipper. We have fruited



Premier is one of the very best very early Strawberries

#### EXTRA-EARLY STRAWBERRIES, continued

Premier now for two years and consider it the money-making king of all early varieties. It produces a very heavy crop and you should plant heavily whether you are growing for home use, local market, or distant shipment. If you want some early berries and have only a small plot of ground, Premier will give you as many fancy, good quality berries per square yard of space as any variety we know. If Premier has any weak points, we have not found them. We sold several hundred thousand

last year and had to turn down orders for close to a hundred thousand of this variety. If you want Premier, get your order in early; we expect the supply to be gone long before the orders of our customers are filled. Price, \$7 per 1,000.

**Somerset.** We have fruited this variety for two years. It is not a heavy producer, but the fruit is large in size, dark red in color, good quality, and firm enough to ship. It comes early when prices are usually good. Price, \$5 per 1,000.

**Wildwood.** An extra-early variety suited especially for the home-garden. The berries are medium in size, bright scarlet in color, and are borne in great profusion. The blossoms have some pollen, but, when planted beside varieties like Mitchell's Early or Premier, it will give a larger crop of better fruit. Price, 50 cts. for 25, 90 cts. for 50, \$1.20 for 75, \$1.50 for 100.



Dr. Burrill. Sure to grow and sure to bear. See page 13

## Medium-Early Strawberries

**Clyde.** An old variety once very popular. Strong pollinizer for pistillate varieties. Requires very rich soil. Ordinarily the foliage is not sufficient to protect the great crop of fruit, but this can be guarded against by planting in very rich soil and by manuring heavily. Price, 50 cts. for 25, 90 cts. for 50, \$1.20 for 75, \$1.50 for 100.

**Collins.** A new early berry that originated in Michigan and is very highly recommended by the introducer. He says: "Fruit-stems are strong, holding the berries well up from the soil. The berries are deep red in color, of good rich flavor, ripening evenly, without green tips. It is strongly staminate, making it a good pollinizer for pistillate sorts. While I shall call it a mid-season variety, it covers so long a period of ripening that it really begins with the second earliest and continues well along with the latest sorts, bringing practically every berry to perfection." We would suggest that you try out a few of this variety. Price, \$7 per 1,000.

**Crescent.** An old variety that has been before the public thirty or forty years, and has been very widely cultivated and is still admired by many growers. The blossoms are imperfect and Senator Dunlap is one of the best to plant with Crescent. We have them true to name for growers who like this variety. Price, \$5 per 1,000.

**DR. BURRILL.** A scientific cross between Senator Dunlap and Crescent, combining the good qualities of both of these varieties. The Dr. Burrill is very similar to the Senator Dunlap, but if there is any difference, the Dr. Burrill is a more vigorous grower and heavier cropper. Dr. Burrill berries are good shippers, fine keepers, excellent for canning, and very delicious for use on the table. They are dark red throughout

and very juicy. Dr. Burrill has perfect blossoms and its long blooming season makes it one of the best varieties for planting with imperfect-flowering sorts. This is a variety which is sure to give you a crop and is not particular about the kind of soil it has, although, of course, the more fertile the soil and the better the care, the greater the returns will be. We have a fine stock of plants of this variety and you can plant nothing that is any more sure to live, grow, and produce a fine crop of berries than is Dr. Burrill. Price, \$6 per 1,000.

**EARLY JERSEY GIANT.** A very large, medium-early berry of the very best quality. The fruit is large, brilliant crimson, conical with pointed tips. The berries ripen evenly all over and have a delightful aroma. The large green caps make the fruit very showy and attractive, which aids in selling the berries at top prices. We consider it one of the largest and best of the early varieties. Blossoms are perfect and the plants are large, strong, and healthy. As grown on our soil, the roots are often 10 or 12 inches or more in length, making it a good drought-resister. It is firm enough to ship and, with its handsome appearance, always commands top prices. We confidently recommend this as one of the very best medium-early, fancy berries that will give satisfaction wherever grown. Price, \$7 per 1,000.

**Gold Dollar.** This is a healthy, vigorous grower that is very productive of good-sized, highly colored berries that are absolutely perfect in shape. They have bright green caps of medium size, which, with their unusual uniformity and perfect shape, make them most attractive in the package. It is firm enough to stand shipment to distant markets in good condition. Price, \$6 per 1,000.

### BEST ROOT-SYSTEM EVER

I am in receipt of my Strawberry plants. I will say that the plants had the best root-system I have ever seen on Strawberries. I have shown them to a friend, who states that he is going to send you an order at once.—W. L. WALDRON, Aroostook County, Maine, May 10, 1917.

### FINE SUCCESS WITH OREM

I had fine success with the Orem here this last season and want to set more of them. I am growing the latest berry I can find, and the Orem suits me. Be sure and send me the Orem.—FRANK LEWIS, Morgan County, Ind., January 20, 1917.

### NEIGHBORS WANT SOME

I am writing to you about the order of Strawberry plants you sent me. I never saw such large berries and such a lot of them. My neighbors were wishing they had a little space to plant some. They are just lovely.—MRS. M. BROWN, Detroit, Mich., July 27, 1917.



Early Jersey Giant. We shall plant it largely for fruit



Klondyke. A gold nugget for the southern grower

MEDIUM-EARLY STRAWBERRIES, continued

**KLONDYKE.** Probably more quarts of Klondyke are grown in this country than of any other one variety of Strawberries. Hundreds and hundreds of acres all through the South are planted to this variety. The reasons it is so well liked are many. The plant is a vigorous grower and quite healthy. It is not an extra-heavy producer, but it bears a fair crop and the berries are medium to large in size. They ripen evenly all over, are rather light in color, and most important of all, are firm enough to ship hundreds of miles and still go into market in perfect condition. In this section where it is largely grown, Klondyke commands the market until Big Joe and Chesapeake begin to ripen. Klondyke will grow almost anywhere and this, with its even ripening, uniform size, and excellent carrying qualities, makes it the leader in sections where it is grown. Price, \$5 per 1,000.

**LADY CORNEILLE.** Many who have fruited this variety largely claim that it is better than Klondyke

and, if it is, you cannot afford to be without it. We have seen it fruiting in California and, if its behavior there is any indication of what it will do generally, it is a very valuable variety indeed. The plant is a strong grower and does well on almost any soil. The blossoms are perfect; the berries are large, conical in shape, uniform in size, and hold up well until the end of the season. The fruit is dark red in color and covered with prominent golden seeds. It has

added value in that it is very firm and able to stand long-distance shipments in good condition. For the middle and southern states we recommend Lady Corneille very highly; it should be tried in all extensive Strawberry sections. Price, \$5 per 1,000.

**Lady Thompson.** An old standard and popular in many parts of the South. It makes a strong, vigorous growth of healthy plants that produce large crops of handsome, well-shaped berries. It is firm enough for shipping and is still used as a fancy berry in many sections of the South. Price, \$5 per 1,000.

**Lea.** Growers who have tried Lea speak highly of it as a market berry. The originator says: "It is the best thing I have had in the Strawberry line. Lea sold with Bubach and will stand more rainy weather and keep in better condition than any berry I ever saw. The fruit ripens evenly, it is of uniform size, and is produced in large quantities." The demand for Lea will increase as it becomes more widely known. Price, \$5 per 1,000.



Lady Corneille

**THANKS FOR PROMPTNESS**

Received your letter and cheque and wish to express my thanks for your promptness. I have always been satisfied with your plants and have recommended you to other berry-growers of this section, and have gotten you a number of customers. If I am in need of plants in the future, I will surely order them of you. Thanking you again for your kindness.—**LOUIS PRAGER**, Allegheny Co., Pa., March 19, 1917.

**SQUARE DEAL**

I have bought plants of you for a good many years and always get a square deal. I expect to plant this bed along two of the most prominent streets here and I expect hundreds will want to know all about the different varieties, their quality, productiveness, ability to withstand our hard winters, and especially the firm from whom I purchased them.—**JOS. GARRISON**, Columbia County, Pa., March 1, 1917.

**FINE BERRIES AND MANY OF THEM**

We bought Sharpless berries from you in November, 1914, and they are giving us great satisfaction. We have had fine berries this year and a great many of them. I am writing now to ask you to mail your Book of Berries to my brother. He wants to put out a new bed.—**MISS HATTIE RIDGELY**, Baltimore County, Md., April 25, 1917.

**Missionary. A great shipping berry****SPLENDID SERVICE**

The 2,000 plants I ordered came to hand in fine condition and were O.K. in quality and quantity. I never saw as fine plants and will do all I can for you in my neighborhood. Such splendid service as you give cannot be too highly recommended. I will look for great results.—**W. S. KERLIN**, Marion County, Ind., May 7, 1917.

**MEDIUM-EARLY STRAWBERRIES, continued**

**Longfellow.** Like Senator Dunlap, Longfellow is a good, safe, reliable variety to plant. The fruit ripens medium early; the berries are large and conical in shape, highly colored, and of excellent quality. Longfellow is one of the most productive varieties we have ever seen, although the ground must be very rich and highly fertilized or the plants simply cannot mature the great quantities of fruit which is set. Plant Longfellow in rich ground, cultivate them properly, and you will be amply repaid at fruiting time. Price, \$6 per 1,000.

**Matthews.** A new variety of the Klondyke type that has given great satisfaction where it has been grown. The berries are uniform in size, light in color, and of firm texture, resembling the Klondyke; but the fruit is larger and more pointed and has a more attractive cap than Klondyke. Most important of all, it produces more berries per acre. If you are growing berries for distant markets, you should try the Matthews. Price, \$5 per 1,000.

**Missionary.** A good standard market berry for many sections of the South. In the middle and southern parts of Florida it is practically the only variety that is grown. The fancy berries which we see on the northern markets, selling from 30 cents to 50 cents per quart in December and January, are Florida Missionaries. It is a good variety for light land, growing vigorously under adverse conditions and producing a crop with as little moisture as any variety we know of. Dealers like Missionary on account of its handsome appearance and good shipping qualities. Price, \$5 per 1,000.

**SENATOR DUNLAP.** If there is a sure cropper in Strawberries, Senator Dunlap must be that one. It is adapted to any type of soil and does well in all sections where grown. The plants are rather small, but they have long fibrous roots which make them good drought-resisters. They are so vigorous that the plants must be kept thinned for best results. The fruit is bright red with a glossy finish. The seeds are a bright yellow and very prominent. The meat is bright red all the way through and exceedingly juicy. Altogether they make a very handsome appearance in the package. Senator Dunlap has perfect blossoms, which produce an enormous amount of pollen, making it very valuable for pollenizing imperfect-flowering varieties; all the more so, because it commences to bloom medium early and lasts through a long season. Senator Dunlap produces a very large crop; if you are in doubt about what to plant, or are an inexperienced grower, Senator Dunlap is safe to plant. Price, \$5 per 1,000.

**TWILLEY.** For two years now Twilley has been the best of the medium-early varieties that we have fruited, although, of course, we have not had all the varieties each year. It is a very strong grower, has perfect blossoms, and is a good pollinizer. The berries are rather long, light in color, and have a large, bright green cap, which makes them very attractive. The fruit is of good quality and firm enough to ship anywhere. We have no firmer shipper on our list than this. Twilley is a money-maker with us. Price, \$7 per 1,000.



Bubach. A reliable berry for all markets; sells for a price above the average

## Mid-Season Strawberries

**Abington.** An old variety that has enjoyed great popularity. Produces large, good-quality berries, especially good for the home-table. Blossoms are perfect. Price, \$6 per 1,000.

**Banner.** The Banner is claimed by prominent California Strawberry-growers to be the best of all the market varieties because of its uniformly large size, glossy red appearance, firmness, good quality, and always being showy, on which account the dealers prefer it. Our stock of plants was secured from a prominent California grower and we recommended growers in this state to plant it extensively. It would also be a good one to try in all Strawberry-growing sections. The foliage resembles Marshall, but with us it makes a more vigorous growth; if it is found to be an improved Marshall, it is indeed well worth while. Price, \$7 per 1,000.

**Big Valley.** Originated in Pennsylvania by Mr. A. K. Beiler, who is very enthusiastic about it. It seems to be quite similar to the New York. We recommend planting it as a home-garden berry, because of its high quality. It has proved satisfactory on our grounds and has every promise of becoming a profitable sort. Price, \$7 per 1,000.

**BUBACH.** A fancy, old standard that is especially popular with many growers in the middle and northern states. One of our customers says his Bubachs were by far the finest Strawberries and brought the best price of any on his market. The illustration will show you what a fine appearance it makes in the package. Although an extremely old variety, our strain of Bubach has not lost any of its old-time vigor. It makes ample runners for a good fruiting bed. The blossoms are imperfect and should be planted with Big Joe, Senator Dunlap, Ekey, or Twilley. Bubach is a veteran that stands high in the world of fancy Strawberries. Price, \$6 per 1,000.

### DELAYED, BUT STILL IN GOOD CONDITION

I received 500 Strawberry plants today. Although they were delayed in shipment, they were still in good condition, due to the care with which they had been packed.—  
MISS MYRTLE C. SHEE-  
LER, Anne Arundel  
County, Md.  
April 25, 1917.



Senator Dunlap (see page 15) has an extra-long flowering season



Ekey. Large and handsome

## MID-SEASON STRAWBERRIES, continued

**BIG JOE (Joe Johnson; Joe)**

Distinctly a money-maker. Big Joe is a strong, healthy grower that makes plenty of plants for a good fruiting bed and on rich soil should be kept thinned for best results. Wherever grown, it has shown such a vigorous growth and such a wonderful productiveness of large, handsome berries, that everyone who has seen it is wanting plants. This demand is augmented when they hear the prices at which these berries sell. We are informed by W. O. & H. W. Davis, commission merchants of New York City, that Big Joe and Chesapeake, grown by market-gardeners on Long Island, in New Jersey, Connecticut, and New York and hauled directly to the market, have sold by the load at 25 cents per quart. A large, light green cap helps show off the big, handsome berry and adds materially to the profit. Growers are producing big crops of fancy fruit with the Big Joe and are making money. See picture of Big Joe on back cover. In these days when quality counts for so much Big Joe will help you make big money. Price, \$6 per 1,000.

**EKEY.** (O. I. C.). A vigorous-growing variety that produces an abundance of large conical berries. The berries are all of good quality and are firm enough to ship. The blossoms are perfect and produce an abundance of pollen. Ekey and Haverland would make a good pair to plant together. Both are vigorous growers; both are very heavy croppers of berries that are about the same shape and color. Ekey is a good reliable variety that you can depend on to give a big crop. Price, \$6 per 1,000.

**GLEN MARY.** Probably no variety of Strawberries will produce more quarts per acre than the Glen Mary. It is very popular throughout the northern half of the United States and especially in Pennsylvania, New York, and New England. We have records from these sections of over 10,000 quarts per acre from this variety. The berry is firm enough for distant shipment. It is of handsome appearance and good quality. The fruit is of large size and dark red in color with prominent seeds of bright yellow. The meat is so rich and juicy and of such high flavor that, when once eaten, more is wanted. Glen Mary is a strong grower which makes large, healthy plants, with an abundance of dark green foliage. The blossoms are about half perfect and carry enough pollen for their own fruit, but we believe the size of the berries and the quantity of the berries can be increased by planting Glen Mary with some strong pollinizer, such as Big Joe, Ekey, or Rewastico. Not only is Glen Mary a very heavy cropper, but the berries are of such quality and attractiveness that

they bring top prices on the market. Glen Mary has many friends, and we expect to be sold out on this variety long before the season is over. Order early and have us reserve what you need—it will be safer than to wait until the season is nearly over. Price, \$6 per 1,000.

**Gold Mine.** We fruited this variety the past season in a trial plot of the very new varieties and it stood head and shoulders above any that we tried. The plant is very vigorous, making a dark green, leathery foliage, which resembles that of the Early Ozark. We have never seen a spot of disease on it. The plants are very productive and the berries are beauties. They are very large in size, light red in color, with a large, bright green cap, which makes them very attractive. The quality is very good. We did not have many, but we believe Gold Mine paid us more per acre than any variety we fruited last year. It is really good and a variety that is worth testing at home and commercially. Price, \$7 per 1,000.



Glen Mary Strawberries



**Haverland.** A good one to tie to

**MID-SEASON STRAWBERRIES, continued**

**HAVERLAND.** One of the most productive and profitable market berries in the country. It is a variety that enjoys almost universal popularity. The plants are vigorous growers and make ample runners for a good fruiting bed. The fruit is of large size, rather light

in color, and firm enough to stand shipment in good shape. The blossoms are imperfect and extremely hardy, which is an important point in some of the northern states. Among the very best varieties to plant with Haverland are Big Joe, Ekey, Senator Dunlap, Aroma, Three W's, Longfellow, and Twilley. Haverland should be well mulched, as the fruit-stems are not able to hold the immense loads of berries off the ground. When given proper care, the bright red, juicy berries lie in great heaps around the plant. A field of Haverland properly cared for is a good investment and we can safely say that no berry is more satisfactory to those who have tried it than the Haverland. It is a good one to tie to. Price, \$6 per 1,000.

**Heritage.** A fancy berry well thought of by some growers. We have not a

large stock of this variety this year, but think we have enough for those who know it best and want it. Its strong points are its large size, attractive appearance, good quality, firmness, and productiveness. Blossoms are perfect. Plants strong, healthy growers. Price, 50 cts. for 25, 90 cts. for 50, \$1.20 for 75, \$1.50 for 100.

**ALL BUT SIX PLANTS LIVED**

Our berries did well last season. Out of 7,500 plants we didn't lose more than 5 or 6 plants. Hope we will have as good luck this year as we had last year.—  
LAWRENCE BOWMAN,  
Hancock County,  
Ind., March 2, 1917.

**KIND TREATMENT**

This is to say that we received Strawberry plants in splendid condition. We are more than pleased with them. We can certainly recommend your plants and kind treatment. We wish you continued success.—  
E. B. HAFF, Cook County, Ill., June 1, 1917.



**Magic Gem** (see page 19). Just as good as it looks

## MID-SEASON STRAWBERRIES, continued

**LaBon.** Described by the introducer as follows: "Healthy, a good plant-maker and a good producer. Fruit is of large size and good quality, and the berry has a firm, glossy skin. It is very desirable as a shipping berry and its extra-long roots make it a good drought-resister." We have fruited the LaBon twice and it has not shown up very well here. It may do well in other sections. We recommend it for trial only. Price, \$6 per 1,000.

**MAGIC GEM.** Our stock of plants was secured direct from the introducer and we fruited it last year for the first time. We have found it to be a very vigorous grower, with leaves and stems that are very thick and tough, which makes it most resistant to insects and diseases. The berries are borne in great abundance and we find them to be very large, dark red, with bright yellow seeds, almost perfectly formed and with a large green cap, which makes them show up exceedingly well. Magic Gem produces a large number of blossoms which are very full of pollen. This makes it an ideal pollinizer for mid-season and late varieties, such as Hustler, Fendall, Sample, Haverland, and others. We found Magic Gem to be quite similar to Brandywine, but a more vigorous grower and more productive of berries that were larger, more uniform in size and shape, and more handsome in every way than the Brandywine. Order early. Price, \$6 per 1,000.

**Marshall** (Norwood). A fancy old variety known to most Strawberry-growers. The berries are very large, of very fine quality, and very handsome in appearance. It is not a heavy producer. If we could get the good quality of the Marshall with the productiveness of Twilley, Haverland, or Senator Dunlap, we would have something very valuable. Big Joe, Magic Gem, and Hustler come very near to this standard. Marshall, being a shy plant-maker, is especially adaptable to the hill system of culture, and anyone desiring a few extra-fancy berries would do well to try the Marshall. Price, \$7 per 1,000.

**Parson's Beauty.** A very strong-growing variety. Very productive of medium-large, good-quality berries. The fruit is uniform in size and holds up well to the end of the season. It is recommended especially for local markets as it is not firm enough for distant shipment. The berries are dark in color and have a bright green cap, which makes them very attractive. Price, \$6 per 1,000.

**PAUL JONES.** A very vigorous grower and one of the most productive varieties we have ever seen. The fruit is of good size and very handsome in appearance. It is claimed to be a seedling of Brandywine and Haverland. The fruit resembles that of the Haverland, being rather long and light in color. It is a very fine shipper. The blossoms are imperfect and should be planted with some good variety to pollinize it properly. We suggest Big Joe, Magic Gem, Rewastico, and Ekey to plant with the Paul Jones. Price, \$6 per 1,000.

**REWASTICO.** The berries of this variety are a light cardinal-red, uniformly large and regular in shape. The fruit is very firm in texture and will stand shipment to distant markets. The quality is rich, with an aromatic Strawberry flavor, though somewhat tart. Rewastico is becoming very popular in some sections. One of our Kansas customers, who bought 25,000 plants in the spring of 1915, was so well pleased with this variety that he and some of his neighbors and friends

in the same section bought nearly 200,000 of our Rewastico last year. In addition to its value as a shipping berry, we believe Rewastico would make an excellent canning berry as it stands up so well under unfavorable weather conditions. Order early and let us reserve your plants of this variety. Price, \$6 per 1,000.

**Saunders.** Gives best results on medium or light soils. Fruit is large, dark glossy red, firm, and of good flavor. Blossoms perfect. Price, \$6 per 1,000.

**Tennessee Prolific.** Berries are of large size and rather light in color. Flesh is fine grained and firm enough to ship; it is also very good as a canner. Tennessee Prolific seems to be especially popular in the District of Columbia and surrounding country. It is very prolific. Price, \$6 per 1,000.

**Three W's.** Plants are large, strong, and amply able to produce its big crops. The fruit is large and of good quality. It is an excellent keeper. The blossoms of Three W's are very resistant to late frosts, which would make it especially valuable in the North. It is a strong pollinizer of imperfect varieties. Price, \$6 per 1,000.

**Warfield.** The popular old standard for canning. It is especially desirable on account of its rich flavor and high color. It is a vigorous grower and a persistent plant-maker. For this reason the plants must be thinned out to give the best results. If not allowed to grow too thick, it will produce a great crop of very desirable, medium-sized berries that are highly flavored and highly colored. Ripens mid-season. Price, \$5 per 1,000.

**Winner.** Very popular with a few growers who have tried it out. Vigorous-growing variety, which produces a good crop of medium to large berries. The fruits are highly colored and very attractive. They are somewhat irregular in shape, running from long conical to broad conical. Blossoms are perfect. Price, \$6 per 1,000.

**Willard**, (Frances E.). Our stock of plants was secured directly from the introducer. We fruited the variety last year and were well pleased with it. The berries are medium to large in size and about the shape of eggs, beautiful glossy red in color. We believe the variety will prove valuable for local market or for shipping purposes. Price, \$7 per 1,000.

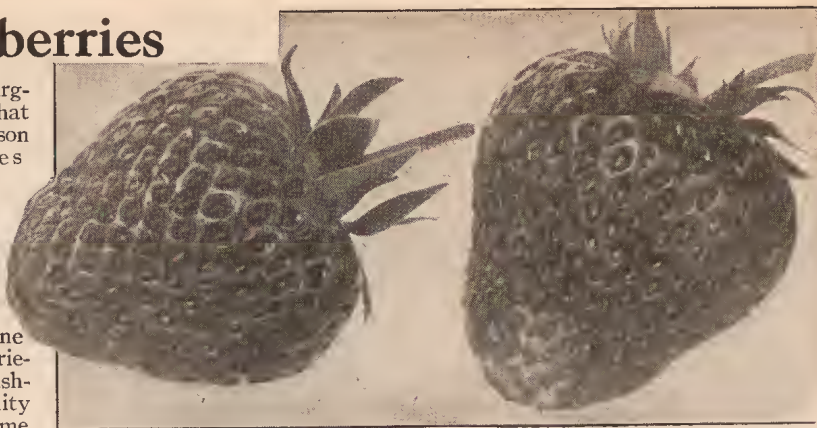
**Woolverton.** Bears an abundance of good quality, medium-sized berries and will succeed better than most varieties on light soil. The blossoms are perfect. Price, \$7 per 1,000.



Paul Jones  
Strawberry

## Late Strawberries

**Amanda.** This is the largest berry that we have. In fruiting season you can easily find berries twenty-one of which will fill a quart basket full. The plants are vigorous, healthy, large, and upright in growth. Blossoms are perfect. The fruit is very large in size, dark red in color, and of good quality. It is one of the most productive varieties we have and growers wishing an extra-large, good-quality berry should plant some Amanda. Price, \$6 per 1,000.



Aroma

**AROMA.** In many of the great Strawberry-growing sections Aroma is the leading late variety. We often receive letters from customers saying: "New varieties may be good, but Aroma is good enough for me." Mr. Alonzo Stewart, of Illinois, says: "I have never been deceived in your plants. I can truthfully say that the Aroma is the best berry I have ever grown. I always recommend your plants to my friends." Mr. Snyder, of Indiana, growing Aroma and Fendall together, produced a crop of 15,000 quarts of fancy berries per acre. Aroma has a very long picking season. The blossoms are perfect and very rich in pollen, making it a good, fancy berry either to plant alone or with Hustler, Sample, Haverland, Kellogg's Prize, or other fancy pistillate varieties. The berries are rich in color, large in size, and deliciously aromatic in flavor. They have handsome green caps, which

make the fruit show up especially good in the package. The berries are firm in texture and solid enough to make an excellent shipping berry. We believe you would like this variety. Price, \$5 per 1,000.

**BIG LATE** (Kellogg's). Our stock of this variety was secured from the introducer, so we have them absolutely true to name. We have never fruited it ourselves, but the introducer thinks very highly of the Big Late. He says: "This variety has been thoroughly tested for three years and each year it has outyielded all of the old standard late varieties. When it comes to quality and flavor, the berries are superior to any other variety with which we are acquainted. The originator says that the berries are so firm that they carry to remotely distant points and arrive in excellent condition. Kellogg's Big Late is a strong, vigorous-growing pistillate, with large, healthy leaves, and the roots very deeply set. Its berries are produced in clusters on long fruiting stalks. The color of the berries is a deep scarlet, seeds are bright yellow, the calyx bright green, and the fruit-stems are large." With us, the variety has made a very vigorous growth and, as long as our stock lasts, we shall be glad to supply the plants. Order early and we will reserve what you want. Price, \$12 per 1,000.



Brandywine. A most popular late variety both North and South

### Brandywine.

A good late variety for tropical and semi-tropical sections. We especially recommend this for Bermuda, Cuba, the Pacific coast states, and the Gulf states. At the same time it is a valuable variety in the North where it originated. The plant is healthy and vigorous and produces a fine crop of large, handsome fruit. We have a fine stock of Brandywine plants this season and hope to be able to fill all orders. \$5 per 1,000.

## LATE STRAWBERRIES, continued

**CHESAPEAKE**

It is often claimed that new berries sell as well as the Chesapeake. It is the standard of excellence by which most other fancy berries are compared. W. O. Davis, of the commission house of W. O. & H. W. Davis, New York City, says: "New berries often bring as much money as the Chesapeake for a time, but, taken over a period of years, Chesapeake is a berry that brings the money." We have enough praises of the Chesapeake berry from our customers to fill this book from cover to cover. W. T. Huxster, of Morris County, New Jersey, says: "I fruited the Chesapeake for the first time last season and must say it deserves all the praise you give it in your catalog, and then some." G. W. Schuhman, of Cook County, Illinois, says: "I purchased some plants of you about two years ago and must say I never saw any berries like the Chesapeake for size, appearance, and shipping quality. I have often said of all the pictures I ever saw of Strawberries that I never saw Chesapeake pictured as large as they grew. The same cannot always be said of other varieties." There are many reasons for the popularity of the Chesapeake. It does not make as many plants as some other varieties, and, therefore, plants will never be cheap as compared with such varieties as Senator Dunlap and Klondyke. With fair growing conditions, just about enough plants are produced for a good fruiting bed, so that you are at no expense in thinning the plants. The foliage is very strong and healthy. We do not remember ever seeing any rust on it. The plants are very strong and robust and have very long roots, which makes it one of the best drought-resisters. The shape of the berry is seen in the accompanying photograph. They are uniformly large, with prominent yellow seeds and an attractive bright green cap, altogether making Chesapeake one of the most beautiful and attractive berries in the package that we have ever seen. The berries are unexcelled in quality and equaled only by a few varieties such as McAlpin and Wm. Belt. The Chesapeake does

not set an extraordinarily heavy crop of fruit. It does set a good crop, and the valuable thing about it is that every blossom matures a berry and the last ones are just about as large as the first. The flesh is very firm in texture and the berry will keep for many days in perfect condition, so that altogether it is an ideal berry for home use, for local market, or for distant shipment. One of the most valuable features of the Chesapeake, especially in the North, is that the blossoms do not start out until very late, which makes it practically frost-proof. In many sections growers report a full crop of Chesapeake in years when many other varieties have been killed by the late frost. C. C. Huff, of Kay County, Oklahoma, says: "Chesapeake is certainly the ideal berry for this climate. It is the only plant I had that withstood perfectly the long-continued drought of last year in Oklahoma. It stood up and grew when most other kinds I had burned up. This year we had excessive rainfall during fruiting season and, while all other kinds I had rotted on the vines, Chesapeake bore right along and I did not find a rotten berry in the bed." C. E. Schuldt, of Somerset County, Pennsylvania, says: "In the spring of 1915 I bought some Chesapeake plants of you. They have had a pretty fair crop this season and people were almost wild over them. They think they are the finest and best they ever saw." If you are a grower of fancy Strawberries, you cannot afford to be without this variety. We introduced this variety several years ago and we have the stock, absolutely true to name. Get your plants from us and get your order in early, as this is a variety that almost everyone wants. Price, \$7 per 1,000.

**Commonwealth.** A product of Massachusetts and a variety especially recommended for the northern and middle states. For best results it should be given rich soil and high culture. It grows fairly well here and the berries are of good quality, large size, and high color. It is well worth a trial where high culture can be given. Price, \$7 per 1,000.

**Evening Star.** A native of Arkansas. The introducer thinks very well of it. He says: "This is the best all-round late berry I have ever grown and I have tried out all of them."

I consider them a wonder when it comes to fancy fruit. Berries are very large and firm, and it is the latest of all berries on my list." The plants we have of this variety are very fine and, if you get your order in early, we think we can supply you. Price, \$7 per 1,000.

We advise our friends to send their orders early in the season—late comers may not be able to get all the plants they want.



Chesapeake. Standing among the few kinds at the top

## LATE STRAWBERRIES, continued

**Fendall.** For fancy berries and lots of them, this is a variety that will give great satisfaction. Fifteen thousand quarts per acre of Fendall, fruited with Aroma, were reported by one of our Indiana customers. The berries are large in size and rather light in color, and the large caps add to their attractiveness. The blossoms are imperfect and should be planted with Aroma, Big Joe, Ekey, Magic Gem, or some other good perfect-flowering variety. Fendall, like Haverland, is unable to hold

the great bunches of fruit off the ground and should be well mulched on this account. Price, \$7 per 1,000.

**First Quality.** We especially recommend this variety in the North and in the New England states. The berries are large and pointed, somewhat like the Haverland, although a little darker in color and better in quality than this variety. It is a great cropper and fairly uniform in shape and color. The plants are vigorous and healthy and it is one of the best growers on the farm. The blossoms are perfect and produce an abundance of pollen, making it a good variety to plant with imperfect-flowering varieties of its season, as Hustler, Sample, etc. Price, \$7 per 1,000.

**Gibson.** We have not fruited this variety ourselves but obtained our plants last year from a prominent Michigan grower, who recommends it very highly. He says: "It is the best all-round Strawberry we have yet found. The berries are large and a beautiful dark red in color. Gibson plants outyield other varieties and Gibson berries outsell other berries on the market. Gibson commences to ripen about mid-season and continues for a long season, making a heavy yield of fruit. The blossoms are perfect and it makes a very good pollenizer for pistillate varieties. The fruit-stems are large and strong and the dark green foliage is ample protection for the blossoms and fruit." It is recommended as a good variety to plant with Sample, as are also Big Joe, First Quality, and Magic Gem. Our plants are nice and, while we have not a large stock, we hope to have enough to supply all customers. Price, \$7 per 1,000.

**HUSTLER.** One of the very best late varieties we have ever seen. It is a native of Pennsylvania. It is a vigorous grower, making a few large, strong plants rather than many small ones. The fruit averages large in size, is quite uniform, and firm enough to ship to a distant market. The berries are a rich scarlet in color, most excellent in quality and altogether one of the handsomest berries that we know. The blossoms are imperfect and should be planted with some perfect-flowering variety. We recommend Big Joe, Ekey, Aroma, and Magic Gem as being especially valuable to plant with Hustler. With its big green cap, it is a variety that attracts the attention of buyers and nearly always sells at a premium. If growers knew how good Hustler is, we believe our stock would be entirely sold out before the shipping season begins. Do not fail to include at least a few of this variety. Price, \$12 per 1,000.



Hustler Strawberries

**Kansas.** Fruit is above medium in size and the plants are immensely productive. The color is a brilliant crimson clear through the berry. It is one of the most fragrant of Strawberries and the plants are free from rust and other diseases. Blossoms are pistillate and its season of ripening medium to late. It is a very fine berry for canning and preserving. Price, \$5 per 1,000.

**Late Jersey Giant.** Produces a good crop of very large berries that are highly colored and almost perfectly round. It belongs in the class with Marshall, as producing only a small crop of berries, but those we do get are very large, very good, and very handsome. Price, 75 cts. for 25, \$1.20 for 50, \$1.60 for 75, \$2 for 100.

**Lupton.** We obtained our stock of this variety from a prominent grower in New Jersey. With us the plant has made a strong, vigorous growth of foliage that seems to be absolutely healthy. We visited fields of Lupton in New Jersey last season at fruiting time and found the growers getting remarkably high prices. And no wonder, for the berries are very large, brilliant red in color, and have a large leafy calyx, and this makes them show off exceptionally well. Probably the strongest point about the Lupton is the fact that it will carry so well in good condition, and this is especially important in these days of irregular transportation. We believe you will find Lupton profitable. When needing fancy berries for distant shipping, try it. Price, \$7 per 1,000.

**McALPIN.** This is one of the most vigorous growers on our list. It will make a good bed of plants anywhere and on rich soil has to be kept thinned for best results. The berries are medium to large in size, brilliant scarlet in color, and unexcelled in quality. They are equaled in quality only by a few varieties, as Chesapeake, Wm. Belt, and Hustler. The light green of the caps and the bright scarlet of the berries make a pleasing contrast, which causes the berries to show up well in the package. On the New York market it always brings top prices, selling with Chesapeake and Big Joe. After a heavy rain in fruiting time the McAlpin will have less sand and dirt than any variety we know and this is especially important where mulching materials are scarce and hard to get. Its excellent quality makes McAlpin a good one for the home-garden or local market, as well as for shipping purposes. Price, \$6 per 1,000.

## LATE STRAWBERRIES, continued

**NICK OHMER.** In early spring, when the Strawberry season first starts in the New York market, this variety, under the trade-name of "Nickoma," often brings as much as 50-cents per quart. Probably this is one of the reasons why the demand is increasing, and we must say that the reason is a good one. Nick Ohmer is one of the most popular varieties in California, Florida, and many of the middle states. The berries are certainly handsome, large in size, glossy red, globular in shape, and with bright green caps which show them up well. The blossoms are perfect and the plant produces a large crop. Our plants of this variety are doing well in all sections, but California growers are having especially good success with them. The Japanese growers of California seem to be especially fond of our Nick Ohmer, Klondyke, and Brandywine. We attribute this to the fact that our varieties are absolutely true to name and that our soil permits us to dig the plants and retain unimpaired the wonderful mass of roots. We have a nice stock of plants this season and we shall be glad to book your order early and reserve for you as many of these as you need. All sold.

**SAMPLE.** Few varieties have made larger profits to the grower than Sample. It is a perfect Strawberry type, bright red in color, large in size, delicious in flavor, and very attractive in appearance. It is very productive and quite firm, which makes it possible to ship the fruit to distant markets. For the commercial grower Sample is a reliable standard variety that can be planted with

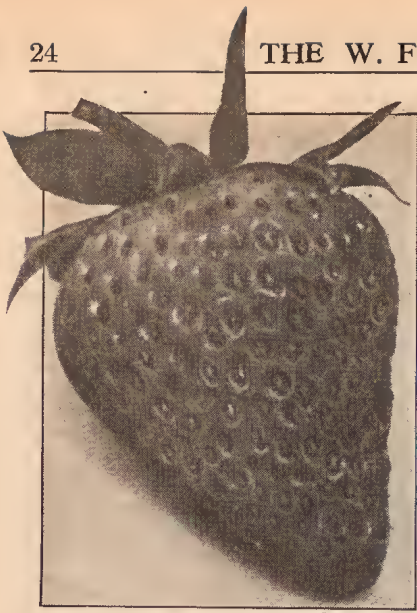
confidence of success, as it has given satisfaction to growers everywhere. Of the many millions of Strawberry plants of many varieties that we have sold to thousands of people we do not remember ever receiving or hearing a complaint about Sample. The blossoms are imperfect and it must be planted with some staminate variety, such as Gibson, Big Joe, or Ekey. It is a hardy variety, which makes it popular in both North and South. Price, \$6 per 1,000.

**Sharpless.** An old variety that has stood the test of time. On account of its large size, handsome appearance, and excellent quality, Sharpless is often included in home-garden plantings, especially by those who have known it in former years. Price, \$7 per 1,000.

**WM. BELT.** For a long time, Wm. Belt was the standard of quality. Now it shares the honors with Chesapeake. There are few lovers of Strawberries who will cross plots of many varieties and not pick out Wm. Belt and Chesapeake as the best-flavored ones. A grower in Washington writes us: "The Wm. Belt and Chesapeake are dandy. I am going to run all my plantings to these two kinds. They stood the drought best and are in good shape now." The berries are rather large in size, and somewhat irregular in shape. They have a rich glossy color, which makes them very attractive. Wm. Belt is indispensable and it takes the lead wherever quality is the important consideration. Our stock of Wm. Belt this year promises to be especially fine and to have the heavy crowns and great root-system characteristic of all Allen's plants. Price, \$7 per 1,000.



Wm. Belt. The standard for quality



Kellogg's Prize Strawberry

three best late pistillates. Price, \$7 per 1,000.

**Mascot.** The berries are large, glossy red, and of good quality. They are quite large in size. It is not quite so late as Orem, but in other ways compares favorably with that variety. Price, 50 cts. for 25, 90 cts. for 50, \$1.20 for 75, \$1.50 for 100.

**OREM.** This is the very latest berry that we have and it is a good one. Many growers, especially those who are supplying a local market; are planting Orem to extend their season as long as possible. The plant is a vigorous grower and produces a big crop of large bright red berries that have a beautiful green cap, making them show up very nicely in the package. The berries are excellent in quality and this fact coupled with their large size, attractive appearance, and extreme lateness of season, makes them a valuable variety for the market-gardener. They bring good prices after all other fancy berries are gone. Price, \$7 per 1,000.

## CALIFORNIA PRIVET

While we have disposed of our stock of ornamentals and shrubbery at wholesale, and will not list them any more, in order that we may give all of our time to the production of Strawberry plants, the demand for California Privet has been so large that we have decided to continue growing this as a side issue. The California Privet, or *Ligustrum ovalifolium*, widely and favorably known as a hedge plant, is a vigorous grower everywhere and will endure the hard conditions of the cities. It is one of the best shrubs for hedge-planting.

Set the plants deep enough for the lower branches to be in contact with the soil, as this is important in getting a thick and close base to the hedge. Then for the same reason set the plants closer than many practise—6 inches in the row is better than farther apart. Mulch both sides with rotten manure; keep the soil cultivated till the hedge is established.

After setting, cut all the tops to 6 to 8 inches. The first season, clip the tops several times to induce a broad and thick base, leaving it from 2 to 4 inches higher at each trimming.

Prices of California Privet, all grades heavy rooted				
2 years, No. 1, 15 to 100	250	500	1,000	
18 inches, well branched.....	\$2 00	\$4 50	\$8 50	\$16 00
1 year, No. 1, 12 to 15 inches.....	1 50	3 50	6 50	12 50
1 year, No. 1, 10 to 12 inches.....	1 25	3 00	5 50	10 00
1 year, 6 to 10 inches, good roots.....	1 00	2 25	4 25	8 00

## Very Late Varieties

**GANDY.** One of the best known of all varieties of Strawberries. For best results it should be planted in black swamp land, or, if this is not possible, in springy land with some clay in its make-up. Never plant Gandy in dry, sandy soil. Gandy has been and still is a great favorite on the market. It is not a heavy producer, but the berries it does produce are uniformly large in size, brilliant red in color, and have a large, bright green cap, which makes the berry very beautiful and attractive. It is one of the firmest berries we have. Its great shipping qualities enable it to hold its full beauty and attractiveness until it gets to market. Gandy is so universally known and admired that it needs no further recommendation from us. Price, \$5 per 1,000.

**KELLOGG'S PRIZE.** The berries are large and beautifully formed. See illustration. They are very firm in texture, which makes them good for shipping purposes. The perfect shape and bright green cap make the berries show up well in the package. Kellogg's Prize is one of the most productive very late varieties we have seen, and it holds its size well until the end of the season. A good point about this variety is that it gets better with each succeeding season, giving two or three big crops of very fine berries where proper care is taken. Kellogg's Prize ranks with Hustler and Sample as one of the

**Pearl.** Originated in Indiana. It is claimed by the originator that it bears large-sized fruit several days after the Gandy has ceased bearing. It holds up in size and quality until the last picking, the berries ripening evenly all over. The foliage is free from rust and it is said to be able to withstand drought much better than most other varieties. Price, 75 cts. for 25, \$1.20 for 50, \$1.60 for 75, \$2 for 100.

**Stevens' Late Champion.** Makes a large foliage, which amply protects the fruit. Berries are of large size, bright red in color, and of good quality. Ripens quite late and makes a season of medium length. It blossoms late in the season, which makes it almost immune to late frost. Very popular in New England and the middle and northern states. Price, \$6 per 1,000.




A fine Privet hedge on our grounds

# THE W. F. ALLEN CO.

## SALISBURY, MARYLAND

Date of Order \_\_\_\_\_

 Please write name and address plainly, and fill all blanks perfectly. Always state how goods shall be sent, attach price to each article and add up accurately. Make all letters short and to the point, and please do not write letters on the same sheet with the order.

[illegible]

Early in the season we usually have in stock everything listed in this catalogue, but late in the season we frequently run out of some of the varieties; therefore, when you order late, please state whether we shall substitute something equally good and as near like the variety ordered as possible, or return your money for any stock that we may be out of. Answer



# Price-List of Strawberry Plants

## Everbearing

Page	Per 1,000
9	Progressive. Per.....\$12 00
10	Superb. Per.....12 00
10	Americus. Per.....See page 10
10	Peerless. Per.....See page 10

## Extra-Early

11	Campbell's Early. Per....\$6 00
11	Charles I. Per.....5 00
11	Early Ozark. Per.....6 00
11	Excelsior. Per.....5 00
11	Mitchell's Early. Per.....6 00
11	Premier. Per.....7 00
12	Somerset. Per.....5 00
12	Wildwood. Imp.....See page 12

## Medium-Early

13	Clyde. Per.....See page 13
13	Collins. Per.....\$7 00
13	Crescent. Imp.....5 00
13	Dr. Burrill. Per.....6 00
13	Early Jersey Giant. Per...7 00
13	Gold Dollar. Per.....6 00
14	Klondyke. Per.....5 00
14	Lady Corneille. Per.....5 00
14	Lady Thompson. Per.....5 00
14	Lea. Per.....5 00
15	Longfellow. Per.....6 00

## MEDIUM-EARLY, continued

Page	Per 1,000
15	Matthews. Per.....\$5 00
15	Missionary. Per.....5 00
15	Senator Dunlap. Per.....5 00
15	Twilley. Per.....7 00

## Mid-Season

16	Abington. Per.....\$6 00
16	Banner. Per.....7 00
16	Big Valley. Per.....7 00
16	Bubach. Imp.....6 00
17	Big Joe. Per.....6 00
17	Ekey. Per.....6 00
17	Glen Mary. Per.....6 00
17	Gold Mine. Per.....7 00
18	Haverland. Imp.....6 00
18	Heritage. Per.....See page 8
19	LaBon. Per.....6 00
19	Magic Gem. Per.....6 00
19	Marshall. Per.....7 00
19	Parson's Beauty. Per.....6 00
19	Paul Jones. Imp.....6 00
19	Rewastico. Per.....6 00
19	Saunders. Per.....6 00
19	Tennessee Prolific. Per...6 00
19	Three W's. Per.....6 00
19	Warfield. Imp.....5 00
19	Winner. Per.....6 00
19	Willard. Imp.....7 00
19	Woolverton. Per.....7 00

## Late

Page	Per 1,000
20	Amanda. Per.....\$6 00
20	Aroma. Per.....5 00
20	Big Late (Kellogg's). Imp.12 00
20	Brandywine. Per.....5 00
21	Chesapeake. Per.....7 00
21	Commonwealth. Per.....7 00
21	Evening Star. Per.....7 00
22	Fendall. Imp.....7 00
22	First Quality. Per.....7 00
22	Gibson. Per.....7 00
22	Hustler. Imp.....12 00
22	Kansas. Imp.....5 00
22	Late Jersey Giant. Per...See page 22
22	Lupton. Per.....7 00
22	McAlpin. Per.....6 00
23	Nick Ohmer. Per.....5 00
23	Sample. Imp.....6 00
23	Sharpless. Per.....7 00
23	Wm. Belt. Per.....7 00

## Very Late

24	Gandy. Per.....\$5 00
24	Kellogg's Prize. Imp.....7 00
24	Mascot. Per.....See page 24
24	Orem. Per.....7 00
24	Pearl. Per.....See page 24
24	Stevens' Late Champion. Per.....6 00

Varieties priced at \$5.00 per 1,000 will be sold in smaller quantities as follows	Varieties priced at \$6.00 per 1,000 will be sold in smaller quantities as follows	Varieties priced at \$7.00 per 1,000 will be sold in smaller quantities as follows	Varieties priced at \$12.00 per 1,000 will be sold in smaller quantities as follows	PARCEL POST
25 Plants....\$0 30	25 Plants....\$0 40	25 Plants....\$0 50	25 Plants....\$0 60	If plants are wanted by Mail, read sections on Parcel-Post Ship- ments and Parcel- Post Rates, below.
50 Plants....50	50 Plants....60	50 Plants....70	50 Plants....1 00	
75 Plants....70	75 Plants....80	75 Plants....90	75 Plants....1 50	
100 Plants....90	100 Plants....1 00	100 Plants....1 10	100 Plants....2 00	
150 Plants....1 15	150 Plants....1 30	150 Plants....1 45	150 Plants....2 55	
200 Plants....1 40	200 Plants....1 60	200 Plants....1 80	200 Plants....3 10	
250 Plants....1 60	250 Plants....1 90	250 Plants....2 15	250 Plants....3 65	
300 Plants....1 80	300 Plants....2 15	300 Plants....2 45	300 Plants....4 15	
350 Plants....2 00	350 Plants....2 30	350 Plants....2 75	350 Plants....4 65	
400 Plants....2 20	400 Plants....2 60	400 Plants....3 00	400 Plants....5 10	
450 Plants....2 35	450 Plants....2 80	450 Plants....3 25	450 Plants....5 55	
500 Plants....2 50	500 Plants....3 00	500 Plants....3 50	500 Plants....6 00	
1,000 Plants....5 00	1,000 Plants....6 00	1,000 Plants....7 00	1,000 Plants....12 00	

## How to Ship

**EXPRESS SHIPMENTS.** This is the safest way to ship live plants, as it makes fast time with the least liability of delay.

**FREIGHT SHIPMENTS.** Plants shipped very early in the season will usually reach their destination in good shape. Only large orders at nearby points should be shipped by freight and then you are taking a chance. All plants shipped by freight are at the purchaser's risk.

## PARCEL-POST SHIPMENTS

Plants of all kinds are now admitted to the mails at regular parcel-post rates. Plants vary so much in weight it is impossible to give the exact weight of any order until it is actually packed. For instance, some varieties of Strawberry plants are much larger than others. We are, therefore, giving the approximate weight of the plants and the parcel-post rates for the different zones. After making up your order you can easily calculate the approximate weight. Then ask your postmaster which zone from your post-office Salisbury, Maryland, is in. With the zone rate published below you can easily calculate the amount of postage to send. Be sure to send postage enough. If you should send more than is required, the excess will be returned. All postage on plants, etc., has to be pre-paid and, if a sufficient amount to pay the parcel-post charges is not sent with the order, the plants will be sent by express, charges collect, as we positively cannot keep accounts and send bills for small items of postage. Packages weighing 5 or 6 pounds or more, going west of the Mississippi River, will generally cost less for transportation by express. Large packages can be shipped better and usually cheaper by express.

## PARCEL-POST RATES

Zone	1st pound	Additional pound	Zone	1st pound	Additional pound
1st	.....5 cts.	.....1 ct. for each or fraction	5th	.....8 cts.	.....6 cts. for each or fraction
2d	.....5 cts.	.....1 ct. for each or fraction	6th	.....9 cts.	.....8 cts. for each or fraction
3d	.....6 cts.	.....2 cts. for each or fraction	7th	.....11 cts.	.....10 cts. for each or fraction
4th	.....7 cts.	.....4 cts. for each or fraction	8th	.....12 cts.	.....12 cts. for each or fraction

The estimated weight of 100 Strawberry PLANTS (packed for shipment) is 4 pounds.

As a general rule, over 20 pounds, or 500 plants, will go cheaper by express than by mail.

**PROGRESSIVE**  
The best everbearing variety

The berries come, and keep coming—spring, summer, and fall. The ideal berry for the home garden,



**THE W.F. ALLEN CO.**  
**SALISBURY**  
**MARYLAND**



**BIG JOE**

Strong plants, big berries, large crops—these points make Big Joe a favorite with home gardeners and commercial growers.